

## ABSTRACT

An advertising system includes a sensor, a display, memory having instructions for illuminating the display in a first pattern and a controller for executing the instructions and illuminating the display when the sensor senses the presence of a human.

- 5 The sensor may include at least one motion sensor that senses the presence of motion such as human motion. Thus, as a person approaches the system, the persons's motion will be detected and the controller will illuminate the display to according to the first pattern. The system therefore is responsive to the consumer and performs certain functions upon detecting the presence of a human which will attract the a person's attention and carry the message to the consumer. The memory may further contain instructions for illuminating the display in a second pattern when the sensor does not detect the presence of a human. The controller executes this second pattern of instructions and illuminates the display according to this second pattern when the sensor does not detect motion. The controller can also read memory instructions for creating sounds and transmit those sounds with a speaker in response to detected motion, an interface or passed motion. The inventions set forth herein also include methods of conveying information which include illuminating an electroluminescent display and creating a sound when the presence of a person is noted in an area proximal to the display or the speaker.